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fashion calendar

44 WEST FIFTY-SECOND STREET · NEW YORK 19 · ELDORADO 5-3693

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, NOVEMBER 7, 1952

Friday Nov. 7 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS	SEYMOUR FOX (FOX & COMPANY)	512 SEVENTH AVENUE SHOWROOM - 34TH FL.
	"Spring Is Here"--Seymour Fox will present Spring coats and suits to the press. By invitation. Trade showings at 10:00 A.M. on Nov. 11, 12, 13, 18, 19, 20. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
	Press preview of Spring fashions by Branell. Trade showings, beginning Nov. 13, at 12:00 Noon and 4:00 P.M. Publ.: Mildred Kaldor, MU. 9-5420.		
Friday Nov. 7 6:00 P.M.-7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	Nov. 7: John Frederics. Nov. 14: Mago Hayes. Nov. 21: G. Howard Hodge. Public by reservation; contact: TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Friday Nov. 7-Dec. 27	"THE STORY OF AMERICAN GLASS"	STEUBEN GLASS INC.	718 FIFTH AVENUE MEZZANINE
	"The Story of American Glass", tracing the development of American glass from 1608 to the present time, and consisting of about 100 historic pieces. This is the first in a series of exhibits to be organized by The Corning Museum of Glass for display in the Steuben Exhibition Gallery and for circulation to leading museums. Publicity: Isobel C. Lee, CI. 6-8280.		
Nov. 8	"GIFT HANDKERCHIEF WEEK". Publicity: Mary Marsh Assoc., PL. 7-5809.		
Nov. 9-Nov. 13	BOYS' APPAREL AND ACCESSORIES MFRS' ASS'N.--SEMI-ANNUAL MARKET WEEK AT HOTEL NEW YORKER. Contact: OR. 9-1050.		

WEEK BEGINNING MONDAY, NOVEMBER 10, 1952

Monday Nov. 10-Nov. 14	37TH ANNUAL NAT'L HOTEL EXPOSITION	N.Y. STATE HOTEL ASSN; HOTEL ASSN--N.Y. CITY	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
	There will be about 500 exhibits on four floors, showing comprehensive displays of newest equipment and supplies for hotels, restaurants, clubs and institutions. Nov. 10: 3:00 P.M.-10:00 P.M.; Nov. 11: 10:00 A.M.-10:00 P.M.; Nov. 12, 13, 14: 10:00 A.M.-6:00 P.M. Not open to public. Publicity: Leon Gruberg at Korbel & Colwell, PL. 9-7340.		
Monday Nov. 10-Nov. 22	EXHIBIT OF PORTRAITS BY IRWIN HOFFMAN	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
	Exhibit of Irwin D. Hoffman's portraits. Publ.: Lucile McLean, PL. 5-0711.		

10-10 Monday
10-6
10-1 Friday

RR
Shipp
Camps
Schools

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

MONDAY, NOV. 10		
Horwitz & Duberman, Inc.	10:30 A.M. & 2:00 P.M.	498 7th, LO. 4-1860
International Dress Co.	10:30 A.M. & 2:00 P.M.	1400 Bway, LA. 4-7100
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
TUESDAY, NOV. 11		
A. Goodman & Co., Inc.	10:30 A.M.	530 7th, WI. 7-4077
Junior League Frocks	10:30 A.M. & 2:30 P.M.	1372 Bway, WI. 7-3200
Elfreda-Fox, Inc.	1:00 P.M.	498 7th, CH. 4-2659
Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
Talmack, Inc.	1:00 P.M.	530 7th, BR. 9-1195
Herbert Sondheim, Inc.	2:30 P.M.	530 7th, LA. 4-7540
Joseph Halpert, Inc.	4:00 P.M.	530 7th, WI. 7-7400
Ben Barrack, Inc.	Continuous daily	533 7th, LO. 4-3923
WEDNESDAY, NOV. 12		
Ben Reig, Inc.	10:00 A.M.	498 7th, CH. 4-1542
Larry Aldrich, Inc.	2:30 P.M.	530 7th, CH. 4-1872
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR. 9-4020
Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
Suzanne-Augustine, Inc.	4:30 P.M.	1 W. 47th, PL. 7-3465
THURSDAY, NOV. 13		
David Levine Co.	10:30 A.M. & 2:30 P.M.	530 7th, LA. 4-0237
Grabois	1:15 P.M. & 4:00 P.M.	498 7th, CH. 4-2767
Rudolf Gowns	1:15 P.M.	530 7th, WI. 7-6865
Capri Frocks, Inc.	2:30 P.M.	1372 Bway, WI. 7-7430
FRIDAY, NOV. 14		
Fred Greenberg Dress	10:30 A.M. & 2:30 P.M.	550 7th, LO. 4-5820
Nat Kaplan, Inc.	10:30 A.M.; 1:15 & 4:00 P.M.	498 7th, LO. 5-4115
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
Martin Simon, Inc.	Continuous daily	498 7th, LA. 4-2877

Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945

Beginning Monday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION AT LUNCHEON	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

Janice Milan will present her Spring collection, with daily showings at 1:30 P.M., following luncheon. Contact: Ellie Regan, LO. 4-7940.

Beginning Monday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM

Opening of Harry Frechtel's Spring coat and suit collection. By appointment. Contact: PE. 6-1310.

Monday Nov. 10-Nov. 11 2:45 P.M.	HOLIDAY AND WINTER FASHION SHOW	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM

Sydell's custom order and ready-to-wear fashions at a benefit show. By invitation only. Contact: PL. 8-0892.

Beginning Monday Nov. 10 3:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION	FONTANA	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

Opening of Fontana collection in new showroom, presenting day and evening fashions for Cruise and Spring. Press by invitation. Daily showings at 3:00 P.M., Nov. 10-14. By reservation only. Publicity: Margot Stratton, LO. 5-2939.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION	INTERNATIONAL JUNIORS	1400 BROADWAY SHOWROOM - 15TH FLOOR
	Presentation of the first collection by designer John Chambers for International Juniors. By invitation. Publicity: Ken Williams, LA. 4-7100.		
Beginning Monday Nov. 10	OPENING OF SPRING COAT AND SUIT COLLECTION	BEN GERSHEL & CO.	512 SEVENTH AVENUE SHOWROOM
	Ben Gershel will present his Spring coat and suit collection. By appointment only. Contact: LA. 4-2544.		
Beginning Monday Nov. 10	SPRING SEPARATES & BLOUSE COLLECTION	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Opening of Dorine Liebert's Spring separates and blouse collection. By appointment. Contact: Faye Berk, LA. 4-9290.		
Monday Nov. 10 6:30 P.M.- 8:45 P.M.	ADVERTISING SURVEY COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM
	Subject: "Marketing Research"-- Why it is used - how it is done - what it accomplishes. Speaker: Donald B. Armstrong, Jr., McCann-Erickson, Inc. Fee: $1.00 per lecture. Contact: CI. 5-4149.		
Monday Nov. 10 7:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
	Subject: "Advertising"--stores, agency. Speakers: Florence W. Goldin, Grey Advertising Agency; Sara Pennoyer, McCreery's; Alieda Van Wesep, Lord & Taylor. Fee: $2.00 lecture. Contact: Fashion Group, CI. 7-3940.		
Monday Nov. 10 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 68TH SEASON	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
	Grand opening of the 1952-53 Metropolitan Opera Season, with presentation of Verdi's LA FORZA DEL DESTINO. Publicity: Margaret Carson, PE. 6-1200.		

OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Opera, FASHION CALENDAR again publishes this list of Opening Night box-holders and their box numbers, released exclusively by N.W. Ayer & Son, Inc. (in the interest of diamonds, of course) and in cooperation with the Metropolitan Opera.

1. Mr. Barney Balaban
2. Mr.& Mrs. Beverley Bogert
3. Mr. George Bagby
4. Mrs. G. L. Stewart
5. Mrs. August Belmont
6. Mr. & Mrs. William Francis Gibbs
7. Mrs. Lorraine Manville
8. Mr. & Mrs. Donald P. Blagden
9. Mr. & Mrs. Leonard Warren
10. Mr. & Mrs. Walter D. Floersheimer
11. Mr. & Mrs. Eli Tullis Watson
12. Mr. Bruce L. Kubert
13. Mr. & Mrs. M. Kulukundis
14. Mrs. Richard Tucker
15. Mr. & Mrs. Jacob Shriro
16. Mr. & Mrs. Proctor Thomas
17. Mrs. Ceil Chapman
18. Mr. & Mrs. Floyd W. Jefferson
19. Mr. & Mrs. Charles H. Revson
20. Mr. & Mrs. William K. Dick
21. Sir Gladwyn and Lady Jebb
22. Mr. Barton Emanuel
23. Mr. & Mrs. Rudolph Bing
24. Mr. & Mrs. Myron P. Kirk
25. Mr. & Mrs. Lowell Wadmond
26. Mr. & Mrs. Cornelius V. Starr
27. Sen. & Mrs. Charles B. Howard
28. Mr. & Mrs. Irving Geist
29. Mr. & Mrs. Theodore C. Wiehe
30. Mr. & Mrs. Seborn Perry
31. Mr. & Mrs. Joseph H. Reid
32. Mr. Lauder Greenway
33. Mr. & Mrs. Cornelius V. Whitney
34. Mrs. J. B. Haggin

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 11	ARMISTICE DAY (Tuesday) -- Banks will be closed. Only one mail delivery.		
Tuesday Nov. 11 9:00 A.M. Breakfast	PRESS PREVIEW OF SPRING SWEATERS	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
	Bernhard Altmann will present Spring collection of cashmere, wool and vicuna sweaters. By invitation only. Publicity: Frances Mason, WI.7-1815.		
Beginning Tuesday Nov. 11 10:00 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM
	Zelinka-Matlick presents Spring suit and coat originals by Jeanne Le Gon, at 10:00 A.M. and 2:00 P.M. daily. Contact: BR. 9-8683.		
Beginning Tuesday Nov. 11 10:00 A.M.	OPENING OF SPRING COLLECTIONS	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOMS-19 & 20 FLS.
	Presenting three Junior collections, featuring day-into-evening fashions by Madeleine Fauth of Arkay Junior Frocks--daily 10:00 A.M. & 2:00 P.M.; Anne Fogarty of Margot Dresses--3:00 P.M.--thereafter 10:00 A.M. and 3:00 P.M.; Rappi of Junior Formals--daily 11:00 A.M. and 4:00 P.M. Contact: Ruth Robinson, LO. 5-2626.		
Beginning Tuesday Nov. 11 10:30 A.M.	SPRING SUIT AND COAT COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM
	Opening of Arthur Jablow's Spring coat and suit collection, with daily showings at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.		
Tuesday Nov. 11 10:30 A.M.	OPENING OF SPRING COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM
	Pattullo-Jo Copeland Spring collection, daily at 10:30 A.M. Contact: LO. 3-5650.		
Tuesday Nov. 11 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM
	Spring coat and suit collection at 10:30 A.M. daily. Contact: LA. 4-3310.		
Tuesday Nov. 11 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS	MARIA KRUM	41 WEST 56TH STREET SALON
	Maria Krum will present her Resort and Spring collection of daytime, afternoon and evening fashions to the press. (Note Change of Time). By invitation only. Publicity: Helen Galland, CI. 7-3060.		
Tuesday Nov. 11 12:45 P.M. Luncheon	CANINE FASHIONS AT LUNCHEON SHOWING	GIMBELS PET SHOP	400 RESTAURANT 400 EAST 57TH STREET
	Showing of canine fashions for town and country wear. Public by reservation; contact: Headwaiter, MU. 8-7550. Publicity: Evelyn Wade, CI.7-8170.		
Beginning Tuesday Nov. 11 1:00 P.M.	OPENING OF SPRING COLLECTION	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy will present her Spring collection at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, Inc. MU. 9-1630.		
Tuesday Nov. 11 2:00 P.M.	COATS AND SUITS DESIGNED BY MOLLY	JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM
	Spring coats and suits, showings at 2:00 P.M. daily. Contact: PE. 6-7121.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Nov. 11 2:30 P.M.	SHOWING OF SPRING COLLECTION	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Varden Petite will present their Spring collection at 2:30 P.M. daily. Contact: Elsie Brandt: PE. 6-5460.		
Tuesday Nov. 11 2:30 P.M.	SPRING COAT AND SUIT COLLECTION	BEN ZUCKERMAN	512 SEVENTH AVENUE SHOWROOM
	Spring coat and suit collection at 2:30 P.M. daily. By appointment only. Contact: WI. 7-3764.		
Beginning Tuesday Nov. 11 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION	JOSEPH HALPERT - BY JACQUES FATH	530 SEVENTH AVENUE SHOWROOM
	Opening of the Joseph Halpert collection designed in America by Jacques Fath, showing day and evening fashions for Cruise and Spring. (Press preview, Thursday, Nov. 13 at 4:00 P.M.--See Pg. 7). By invitation only. Publicity: Edith Jordan, WI. 7-7400.		
Tuesday Nov. 11 4:00 P.M.	PRESS SHOWING OF SPRING COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
	Showing of Harmay's Spring dress collection to the press. Daily showings thereafter at 4:00 P.M. Publicity: Pauline Greene, MU. 5-3164.		
Beginning Tuesday Nov. 11	DEBUTANTE FORMALS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FL.
	Resort and Spring collection of debutante formals, designed by Ted Shore at continuous daily showings. Contact: Ted Shore, WI. 7-7326.		
Beginning Tuesday Nov. 11	SPRING COLLECTION BY GERTRUDE ROTHSCHILD	STREET VOGUES, INC.	1385 BROADWAY SHOWROOM - 10TH FL.
	Opening of Cruise and Spring collection of "Coronation Originals," designed by Gertrude Rothschild, at continuous daily showings. Contact: Evelyn Guidis, WI. 7-9165.		
Wednesday Nov. 12 10:00 A.M.- 12:00 Noon	ADVANCE SHOWING OF RESORT BAG COLLECTION	BAGS BY JOSEF (GOLD SEAL IMPORTERS, INC.)	30 EAST 33RD STREET SHOWROOM
	Press preview of Resort bag collection by Josef, including domestics and imports. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Beginning Wednesday Nov. 12 11:45 A.M.	OPENING: WILLI COAT AND SUIT COLLECTION	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FL.
	Opening of Willi's coat and suit collection for Spring 1953, in his new showroom. Daily showings at 11:45 A.M. Cocktail party for the press Monday, November 10, 4:00 P.M. to 7:00 P.M. By invitation. Publicity: Angeline Dougherty, MU. 4-6873.		
Wednesday Nov. 12 12:00 Noon	OPENING OF SPRING DRESS COLLECTION	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM
	Misses' dresses at 12:00 Noon and 4:00 P.M. daily. Contact: CH. 4-3488.		
Wednesday Nov. 12 12:30 P.M. Luncheon	NELLY DE GRAB HOLIDAY FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
	Press by invitation. Public by reservation; contact: TE. 8-8000. Publ.: Nelly de Grab--Sidney Dee Bloeme, JU. 6-4490; Saks--Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF FRENCH MILLINERY IMPORTS	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR ROOF
	"Buckram For Form and Fashion"--French millinery imports, specially selected for the Buckram Shape Manufacturers, will be presented to the press and trade. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.		
Wednesday Nov. 12 12:30 P.M. Luncheon	MOTHER & DAUGHTER FASHIONS AT LUNCHEON	JANE ENGEL, INC. (50 EAST 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Jane Engel will present Holiday fashions for children highlighting mother-daughter duets. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH.4-0300. Show Coordinator: Agnes Phillips, MU. 2-2520. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Wednesday Nov. 12 12:30 P.M. Luncheon	PRESS PREVIEW OF 1953 FIBER RUG	WAITE CARPET COMPANY	295 FIFTH AVENUE SHOWROOM - 15TH FL.
	Preview of 1953 Waite fiber rug at a preview for the press. By invitation only. Publicity: Faith Willcox, MU. 6-0592.		
Wednesday Nov. 12 2:00 P.M.	PREVIEW OF SPRING COATS AND SUITS	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
	Showings at 2:00 P.M. daily. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Wednesday Nov. 12 2:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
	Presentation of Nathan & Strong Spring collection in their new shorwoom. By invitation. Publicity: Ken Williams, PE. 6-7590.		
Wednesday Nov. 12 3:30 P.M.	OPENING OF SPRING COLLECTION	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FL.
	Arnold & Fox will present a press showing of their Spring collection of afternoon and cocktail fashions, designed by Billy Gordon. Showings at 3:30 P.M. on Nov. 13, 18, 19, 20. Publ.: Pauline Greene, MU. 5-3164.		
Wednesday Nov. 12 4:00 P.M. Cocktails	"PERFECT AMERICAN TYPE" COAT & SUIT COLLECTION	P. A. T.	512 SEVENTH AVENUE SHOWROOM - 24TH FL.
	Preview of coats and suits for 5'5" and under. By invitation. Daily showings thereafter, 1:30 P.M. & 3:00 P.M. Publ.:Mildred Kaldor,MU.9-5420.		
Wednesday Nov. 12 4:00 P.M.-6:00 P.M.	PRESS PREVIEW: NEW SPRING FOUNDATIONS	PETER PAN FOUNDATIONS	389 FIFTH AVENUE SHOWROOM - 3RD FL.
	Preview of new Peter Pan bras for 1953, at champagne party in new showrooms. By invitation. Publicity: Lois Weber, Rogers & Cowan, PL.3-0164.		
Thursday Nov. 13 10:00 A.M. Breakfast	PREVIEW OF FASHIONS FOR TALL GIRLS	PEG NEWTON (3 EAST 48TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
	Peg Newton will present her first wholesale collection for tall girls. By invitation only. Publicity: Donna Cannon, PL. 3-7072.		
Thursday Nov. 13 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"Significant News In The American Cruise Collections"--fashion show and market report. Speaker: Dorothy Shaver, pres., Lord & Taylor. Comm: Sally Kirkland, fashion ed. "Life". Chmn: Elizabeth Ritter & Nancy Maxwell. Price: $5.50. Contact: Fashion Group,CI.7-3940.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 13 1:00 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	"Glamour, Glow and Glitter"--Russeks presents cocktail and evening fashions for the festive season. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 13	PRESS PREVIEW AT 4:00 P.M. OF THE JOSEPH HALPERT COLLECTION, DESIGNED IN AMERICA BY JACQUES FATH. (See Page 5).		
Thursday Nov. 13 4:00 P.M.	SHOWING OF COUTURE FASHIONS FOR SPRING	PHILIP HULITAR, INC.	37 WEST 47TH STREET SHOWROOM
	Daily showings at 4:00 P.M. Contact: CO. 5-7145.		
Thursday Nov. 13 4:00 P.M. Cocktails	COCKTAIL PARTY FOR HOME FURNISHINGS EDITORS	NORGE	WALDORF-ASTORIA PERROQUET SUITE
	Norge invites home furnishings editors to a cocktail party. By invitation only. Publicity: David H. Kutner, Merchandise Mart, Chicago, Ill.		
Friday Nov. 14 9:00 A.M. Breakfast	FOUNDATION FASHIONS AT BREAKFAST PREVIEW	THE H.W. GOSSARD CO. (200 MADISON AVENUE)	COLONY RESTAURANT 30 EAST 61ST STREET
	Foundation fashions for Spring, Summer and Resort wear. By invitation. Contact: Walter Stewart, H.W. Gossard Co., 111 N. Canal St., Chicago.		
Friday Nov. 14 2:30 P.M.	COATS AND SUITS BY CHARLES JAMES	WILLIAM POPPER	251 WEST 39TH STREET SHOWROOM - 14TH FLOOR
	Preview of Spring coats and suits, designed by Charles James for William Popper. By invitation. Publ.: Adele Lakes, Dundon Assoc., WI. 7-7062.		
Sunday Nov. 16- Nov. 20	SEMI-ANNUAL CORSET MARKET WEEK	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
	Contact: Jed Sylbert, Executive Director, MU. 3-1593.		
Monday Nov. 17 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRA FASHIONS	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
	"Champagne Party"--a breakfast presentation of Lovable's Spring and Summer bras, including a line of sun bras and halters. Trade preview Tues. and Wed. at 9:30 A.M., Fri. at 3:00 P.M. Contact: Hal N. Feit, MU. 6-7788.		
Monday Nov. 17 10:30 A.M.	OPENING: SPRING SUIT AND COAT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
	Spring coat and suit collection. By appointment only. Contact:LU.2-2317.		
Monday Nov. 17 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF SILK FASHIONS	INTERNATIONAL SILK ASSOCIATION-U.S.A.	LA VIE EN ROSE 123 EAST 54TH STREET
	Presentation of Resort and early Spring fashions by the International Silk Association-U.S.A. Showing at 4:30 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	FASHION SHOW PRESENTING NEW BRAS	MAIDEN FORM BRASSIERE CO.	HOTEL PLAZA GRAND BALLROOM
	Maiden Form's annual cocktail party and fashion show, introducing Spring bras and new promotional "Dream" themes. Producer: Lester Gaba. Commentator: Kay Daly. By invitation only. Publicity: Inez W. Foster at Maiden Form, OR. 9-0111.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 18 9:00 A.M. Breakfast	LINGERIE FOR SPRING & SUMMER	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
	Informal buffet breakfast, showing women's and junior lingerie for Spring and Summer 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.		
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR GRAND BALLROOM
	"New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. Admission by ticket only. Publicity: Marion Sherwood, MU. 3-1194.		
Tuesday Nov. 18	ALEXANDER'S LUNCHEON SHOW OF HOLIDAY AND RESORT FASHIONS, SCHEDULED FOR NOV. 18 AT 12:30 P.M., HAS BEEN CANCELLED.		
Beginning Tuesday Nov. 18 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"On The Wing"--Junior Sophisticates will present their Spring collection at 1:00 P.M. and 4:00 P.M. daily. Contact: LO. 4-0462.		
Beginning Tuesday Nov. 18 2:30 P.M.	OPENING OF SPRING COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
	Spring collection on Tues., Nov. 18 at 2:30 P.M.; Nov. 19 at 10:30 A.M. & 2:30 P.M.; Nov. 20 at 2:30 P.M.; Nov. 25 at 10:30 A.M.; Nov. 26 at 2:30 P.M. By invitation. Publicity: Fredy Schey, LA. 4-6968.		
Tuesday Nov. 18 4:30 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere's Spring collection will be presented to the press at 4:30 P.M. By invitation only. Showings on Nov. 19 and 20 at 2:30 P.M.; and Nov. 21 at 10:30 A.M. Contact: Cecille Gordon, LO. 3-1600.		
Wednesday Nov. 19 10:00 A.M.- 10:00 P.M.	PREVIEW: HIGH FIDELITY RADIO PHONOGRAPHS	ORFEO MUSIC STUDIOS	19 EAST 48TH STREET
	Orfeo Music Studios will introduce high fidelity radio phonographs for the home, engineered with the same precision as broadcast and theatre equipment. They will be styled in a variety of contemporary and traditional designs. Contact: Emanuel Becker, CO. 7-3217.		
Wednesday Nov. 19 11:00 A.M.	INFANTS' & CHILDREN'S INTIMATE FASHIONS	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
	Informal round-table discussion and showing of infants' and children's intimate apparel for 1953. By invitation only. Contact: Helen D. Leaf & Dore Fly, B.B.D.O., EL. 5-5800.		
Wednesday Nov. 19 12:15 P.M. Luncheon	PANEL DISCUSSION AT FURNISHINGS LUNCHEON	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
	Subject: "Good Taste; What Is It?" Price: $4.25 for members; $4.75 for non-members. Contact: Josephine Brush, MU. 7-8122.		
Wednesday Nov. 19 3:00 P.M.	PRESS PREVIEW: SPRING BRA COLLECTION	GODDESS BRA	358 FIFTH AVENUE SUITE 707
	"An every second look of glamour"--press preview of the new Goddess Bra collection for Spring,1953. By invitation only. Publicity: Jeanette Cain, Gilbert Advertising Agency, PL. 7-2331.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
	Best & Co. will present fashions by leading designers in Stehli fabrics during luncheon honoring the N.Y. Tuberculosis & Health Ass'n. in its 50th year. Press by invitation. Public by reservation; contact: TE. 8-8000. Stehli Publ.: Anita Pine, WI. 7-3000. Best Publ.: Madlyn Grimes, PL. 9-2000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.		
Wednesday Nov. 19 12:30 P.M. Luncheon	AT HOME FASHIONS AT LUNCHEON SHOW	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present at-home fashions during luncheon. (Note Change of Show). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
Wednesday Nov. 19 4:00 P.M.- 6:00 P.M. Cocktails	RESORT FASHIONS IN COTTON FABRICS	GALEY & LORD (BURLINGTON MILLS CORP.)	SHERRY NETHERLAND CHANTECLAIR ROOM
	Galey & Lord will present ready-to-wear from American Resort collections. Also mid-season fashions by French, Italian, Spanish and English designers. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Thursday Nov. 20 9:30 A.M. Breakfast	B.G.E. ORIGINALS SPRING BUTTONS	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
	"Tricks Of The Trade"--press preview of B.G.E. Originals, showing interesting uses of buttons. By invitation only. Publicity: Anne Larsen at Monroe F. Dreher, CI. 6-6675.		
Thursday Nov. 20 12:30 P.M. Luncheon	GOTHÉ FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present Holiday fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publ.: Nona James, CH. 4-7658. De Pinna Coordinator: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Nov. 20 3:00 P.M. Cocktails	PREVIEW OF SPRING SHOE COLLECTIONS	OLD TOWN SHOE CO.; PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOMS 418 & 420
	Preview of Spring shoe collections by Old Town Shoe Co., manufacturing "Old Maine Trotters"; and Penobscot Shoe Co., manufacturing "Trampeze". By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.		
Thursday Nov. 20 4:00 P.M.- 6:00 P.M.	OPENING OF NEW SALON AT HAIRSTYLE SHOW	MICHEL OF PARIS	11 WEST 56TH STREET SALON - 2ND FLOOR
	Michel of Paris opens his new salon and presents his new "Lechee" hairstyles. By invitation. Publicity: Aileen Platt Associates, TR. 6-1354.		
Monday Nov. 24 2:30 P.M.	HENRY ROSENFEID'S DAY & PLAYTIME FASHIONS	RUSEEKS FIFTH AVENUE	7TH FLOOR
	Russeks will present Henry Rosenfeld's Cruise collection of daytime and playtime dresses. Publicity: Florence Lord, WI. 7-1900.		
Tuesday Nov. 25 8:00 P.M. Dinner	BENEFIT PARTY FOR COSTUME INSTITUTE	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
	"The Midas Touch"--Annual "Party of the Year". Reservations: $60.00 each; contact: Julia Raymond, Costume Institute, TR. 9-5500, Ext. 380.		
Nov. 27	THANKSGIVING DAY (Thursday) -- Legal Holiday.		

MOVIES...MUSIC...TELEVISION...THEATRE

Beginning Monday Nov. 10

FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Nov. 10: Verdi's LA FORZA DEL DESTINO. Nov. 12: Puccini's TOSCA. Nov. 15, Mat: Wagner's LOHENGRIN. Nov. 15, Eve.: Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.

Beginning Tuesday Nov. 11

SECOND WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Nov. 11: CONCERTO BAROCCO, TYL ULENSPIEGEL, SCOTCH SYMPHONY, CAKEWALK. Nov. 12: SWAN LAKE, PRODIGAL SON, THE CAGE, BOURREE FANTASQUE. Nov. 13: THE DUEL, ORPHEUS, PAS DE TROIS, LA VALSE. Nov. 14: SERENADE, AGE OF ANXIETY, SYLVIA: PAS DE DEUX, BOURREE FANTASQUE. Nov. 15, Mat.: CARD GAME, PICNIC AT TINTAGEL, TYL ULENSPIEGEL, SCOTCH SYMPHONY. Nov. 15, Eve.: PICNIC AT TINTAGEL, SERENADE, LILAC GARDEN, PIED PIPER. Nov. 16, Mat.: THE DUEL, SWAN LAKE, A LA FRANCAIX, CAKEWALK. Nov. 16, Eve.: MOTHER GOOSE SUITE, THE CAGE, PAS DE TROIS, SYMPHONY IN C. Prices: $1.50-$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Beginning Wednesday Nov. 12

OPENING: "FRENCH THEATRE" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
The Madeleine Renaud-Jean-Louis Barrault Co. presented by S. Hurok, in eight productions direct from Paris: Nov. 12-Nov. 15: Les Fausses Confidences (The False Secrets); Baptiste. Nov. 17-Nov. 19: Le Proces (The Trial). Settings & costumes: Maurice Brianchon. Tickets: $1.20-$4.80. Publicity: Martin Feinstein, PL. 9-6000.

Friday Nov. 14

PREMIERE: "THE TURNING POINT" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
Paramount Pictures will present William Holden, Edmond O'Brien and Alexis Smith about a newspaper reporter who tries to aid a special crime investigating committee. Producer: Irving Asher. Director: William Dieterle. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.

Friday Nov. 14

PREMIERE: "MONTANA BELLE" (Movie) PALACE THEATRE, B'WAY & 47TH ST.
R.K.O. Radio Pictures Western drama in Trucolor starring Jane Russell, George Brent, Scott Brady, Forrest Tucker, Andy Devine featured, about Belle Starr the famous woman bandit. Producer: Howard Welsch. Director: Allan Dwan. Costumes: Adele Palmer. Publicity: Don Prince, JU. 6-5050.

Monday Nov. 17 (Tentative)

PREMIERE: "LIFE BEGINS TOMORROW" (Movie) 55TH ST. PLAYHOUSE, 154 W. 55
Arthur Mayer-Edward Kingsley release starring Jean-Pierre Aumont with Jean-Paul Sartre, Picasso, Le Corbusier and Andre Gide of a man who explores the future guided by those great minds. Director: Nicole Vedres. Music by Darius Milhaud. Publicity: Gertrude Golden, CH. 4-6421.

Wednesday Nov. 19

PREMIERE: "THE IRON MISTRESS" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Warner Brothers will present Alan Ladd and Virginia Mayo in a story of a young backwoodsman from the bayou who comes to New Orleans. Producer: Henry Blanke. Costumes: Marjorie Best. Publ.: Eve Siegel, CI. 6-1000.

Thursday Nov. 20

OPENING: "THE SEVEN YEAR ITCH" FULTON THEATRE, 210 WEST 46TH STREET
Courtney Burr and Elliott Nugent will present George Axelrod's romantic comedy. Starring: Tom Ewell and Vanessa Brown and featuring Neva Patterson, Robert Emhart and George Keane. Costumes: Clare Potter. Publicity: Byram-Perlman, CI. 5-9151.

Thursday Nov. 20

PREMIERE: "LEONARDO DA VINCI" (Movie) GUILD THEATRE, 33 WEST 50TH ST.
Pictura Films Corp. presents a feature-length, color-film biography of the master painter. Publicity: Irving Drutman, PL. 8-0275.